

# Explore Minnesota Tourism

## Media Buy Recap | Fall FY21



ADVENTURE™



# Campaign Overview



## Campaign Timeline

**Timeline:** 9/1/20 - 10/31/20

- General Campaign
- Diversity

Niche Campaign:

- Family Road Trippers
- Dog Lovers



## Target Geography

**General: Instate (35%) Outstate (65%)**

- WI, IA, ND (Fargo DMA), SD (Sioux Falls DMA), MN + Omaha

**Niche Campaign:**

- 85% 500 mi radius (excluding MN)
- 15% MN



## Budget:

General Budget: 50%

Niche Campaign: 45%

- Family Roadtrippers: 22.5%
- Dog Lovers: 22.5%

Diversity: 5%



## Target Audience

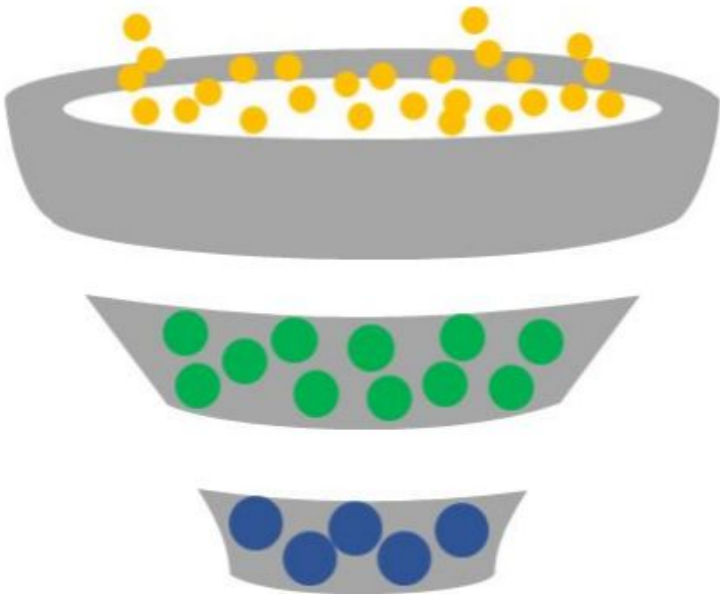
**General:** “Cultural Explorers” and “Spontaneous Adventurers”

**Niche:** Targeted based on lifestyle and contextual sites they value and follow:

- Family Road Trippers: Vacations, Travel, Family, Outdoors, Fishing, Outdoor Recreation, Hunting, Outdoor Enthusiast, Adventure, Camping
- Dog Lovers: Interest in Travel, Adventure travel, Travel + Leisure, Dogs, Dog Walking, Pets at home, Puppies, Dog Training

Campaign At a Glance

	Awareness KPI: Impression Delivery	Consideration KPI: Pageviews	Conversion KPI: CPA	Total*
Campaign	% Budget	% Budget	% Budget	% Budget
General	57%	48%	12%	42%
Dog Lovers	19%	24%	8%	19%
Family RoadTrippers	19%	24%	8%	19%
Diversity	4%	5%	2%	4%
Fall Campaign Total	29%	63%	8%	85%
<i>Paid Search (Annual)*</i>	--	--	71%	15%
Total Est. Fall Spend*	25%	54%	21%	100%



\* These values are estimates on what will be spent from the annual paid search budget this fall and are subject to change based on actuals. This spend will cover General, Niche, and Diversity.



The background image shows a modern brick building with large glass windows and a prominent entrance. The building is identified by a sign that reads "truemedia" and a logo above it. The entire image is covered with a semi-transparent red overlay. The text "GENERAL CAMPAIGN" is centered in white, bold, sans-serif font, with a thin white horizontal line underneath it.

# GENERAL CAMPAIGN

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# Standard Display | Coegi

3.3 M  
Estimated Impressions

## Initial Banners

## Retargeting Banners

300x600

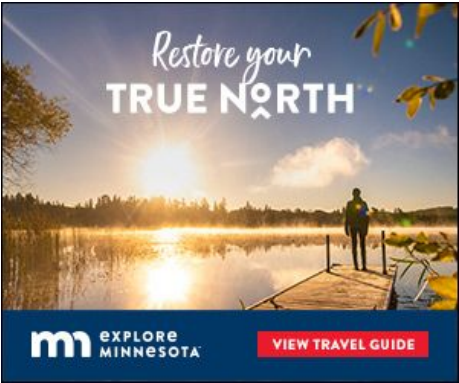
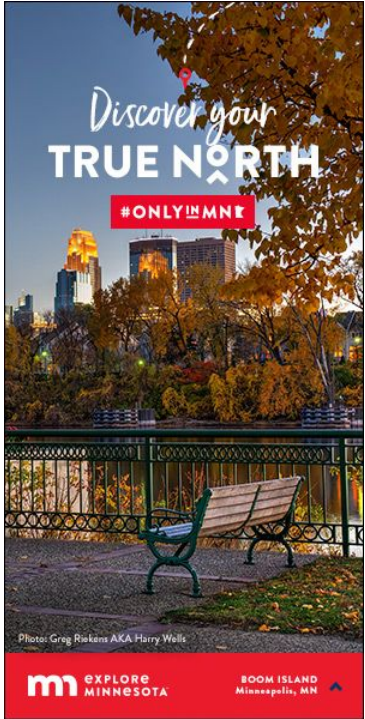
300x250

300x250

300x600

320x50

728x90

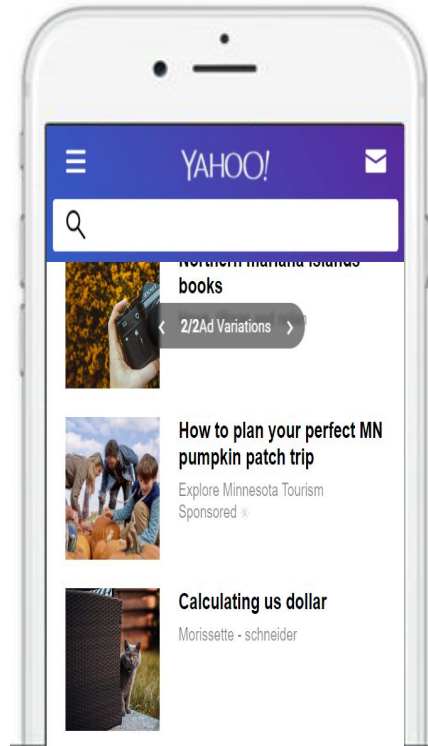


# Native Display | inPowered

7.1 M  
Estimated Impressions

## inPowered:

- Native display units both In-feed and In-Content
- Purchased on a cost per engagement
- General Campaign articles and Content Amplification
- Native Display and Content Amplification





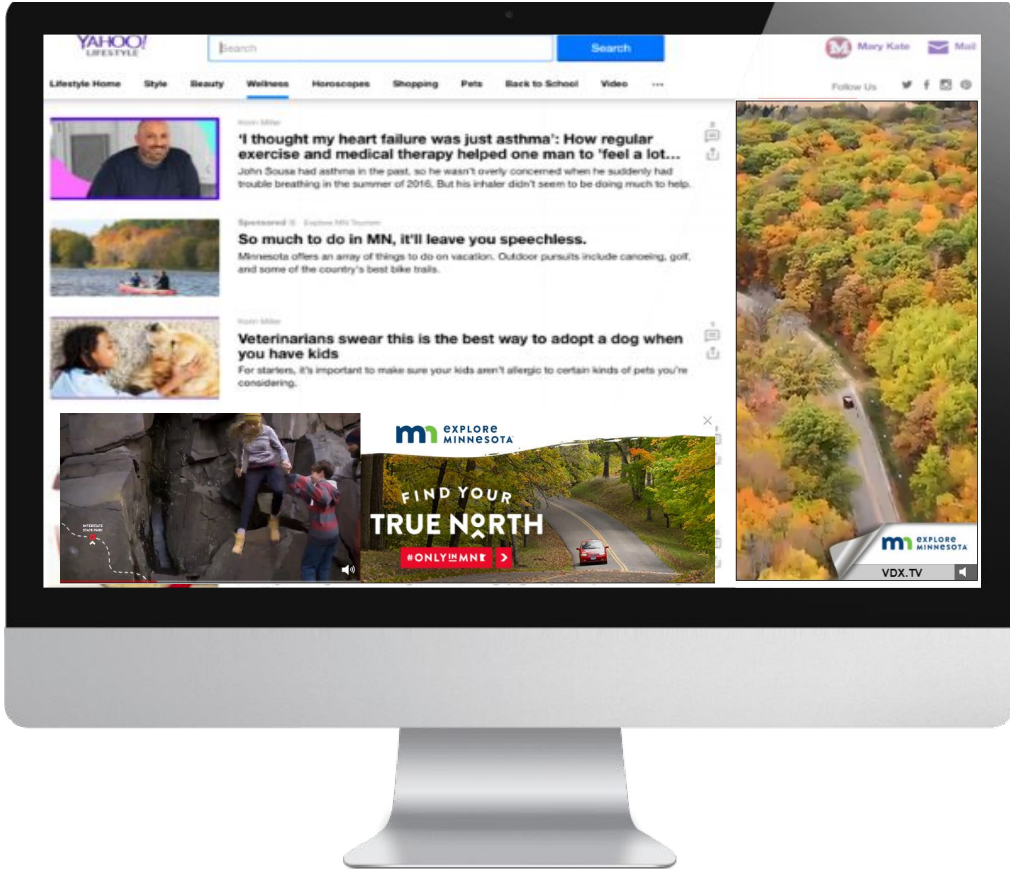
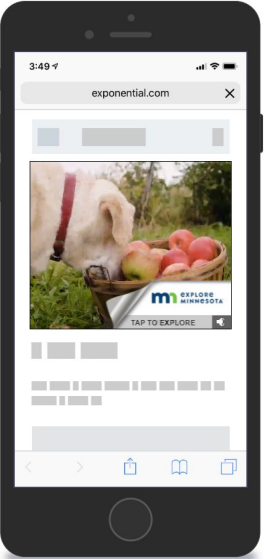
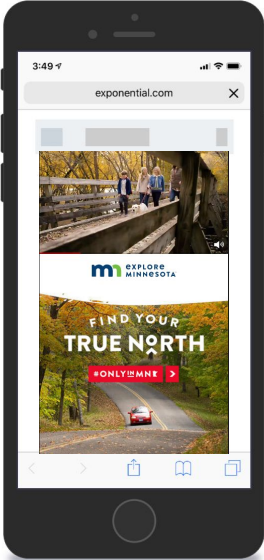
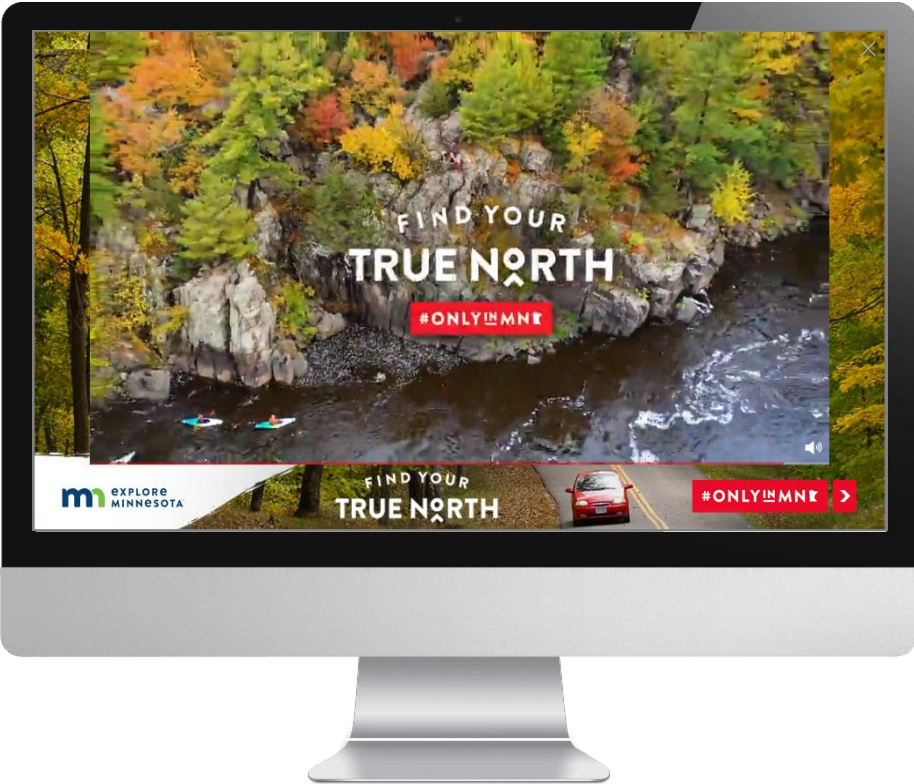
## Gumgum:

- In-Screen & In-Image Animated Units
- Proprietary Image Recognition & Contextual Analysis to Identify Relevant Content



# Interactive Video| VDX

28 M  
Estimated Impressions





## Clicktivated:

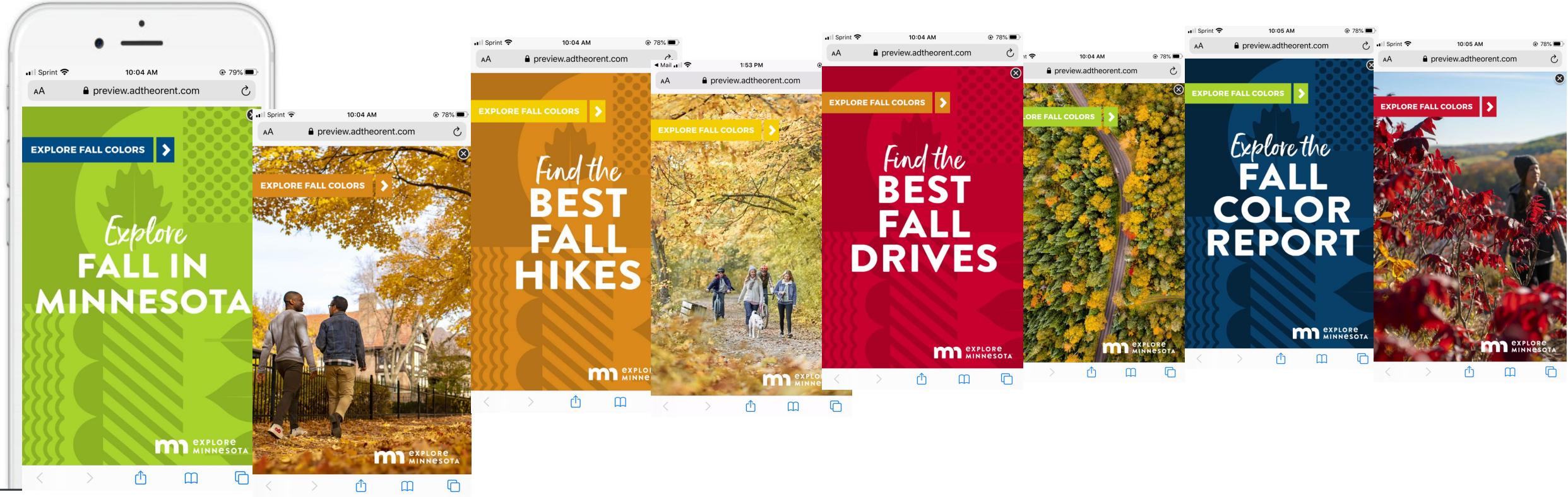
- Interactive Programmatic Video
- Behavioral, Contextual & Geographical Targeting



# Rich Media Flip Unit | AdTheorent

4.3 M  
Estimated Impressions

## Flip Unit





# In-Read Scroller and Carousel Units | Teads

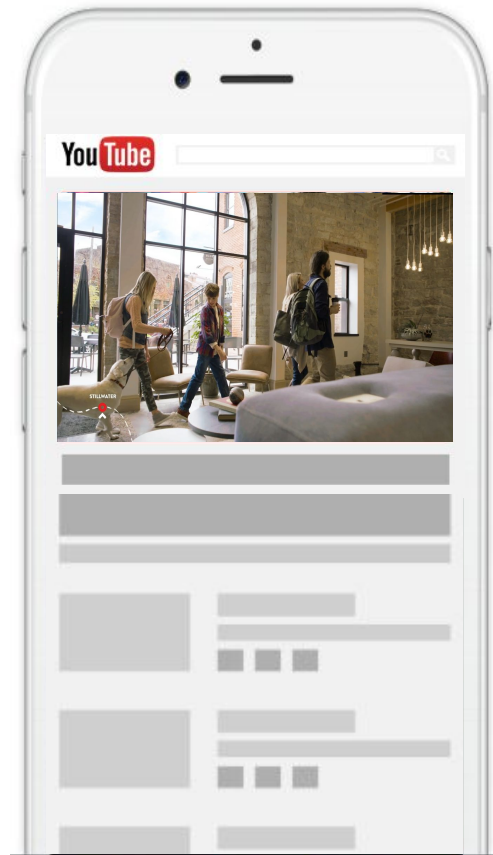
2.7 M  
Estimated Impressions



:15, :30 & :06 Spots

**Fall Spots:**

- General
- Family Road Trippers
- Dog Lovers





# Radio + Digital Banners | MPR

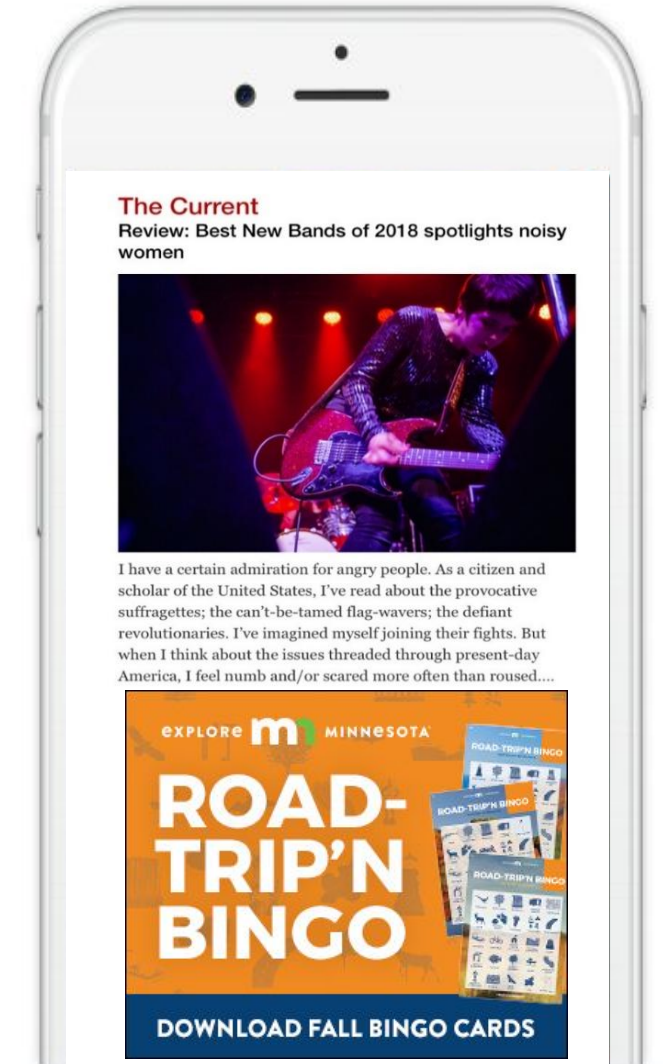
333,333  
Estimated Impressions

300x250



## MPR live on-air read:

“Support comes from Explore Minnesota. Find ways to chase the fall colors this season from 10 great hikes, to pet friendly travel ideas and road trip bingo. Discover ways to explore Minnesota again at Explore Minnesota dot com. ”

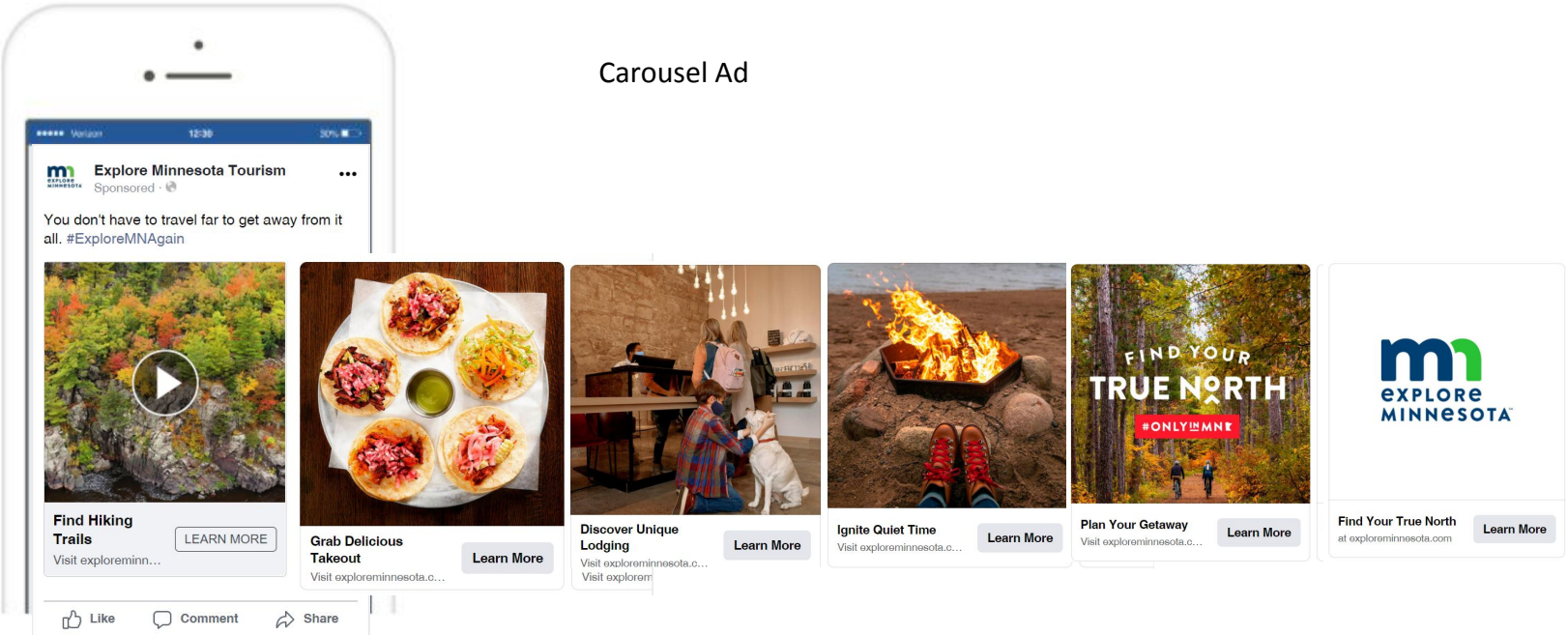




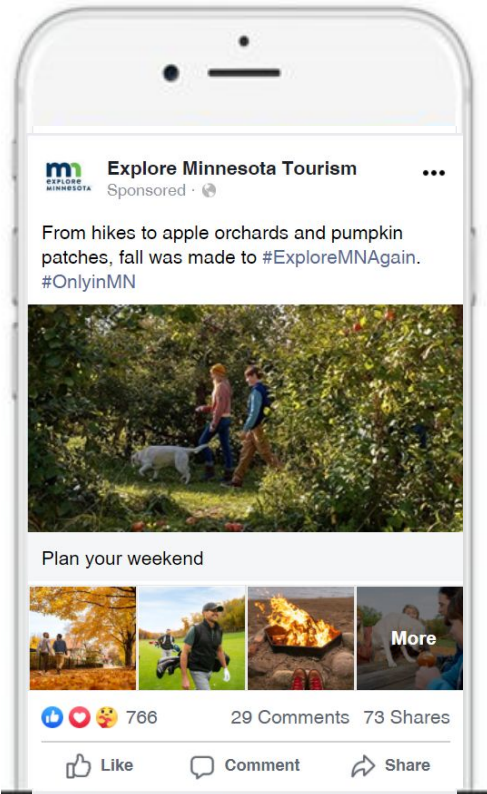
# Social: Facebook | Coegi

1.2M  
Estimated Impressions

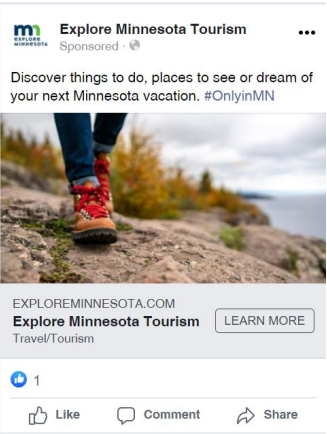
Carousel Ad



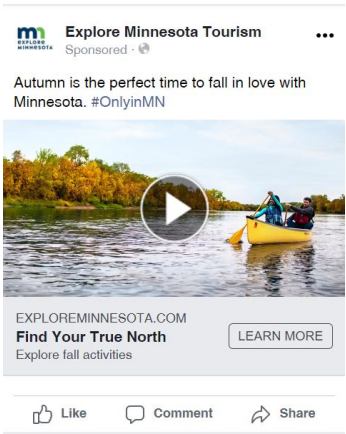
Collection Ad



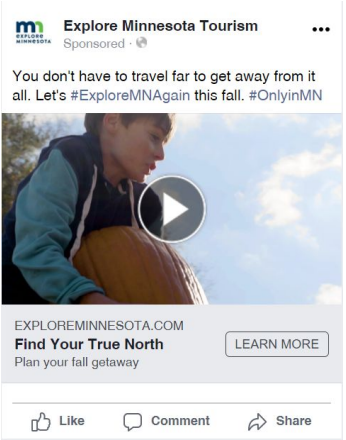
Link Ad



Cinemagraph



Video Ad





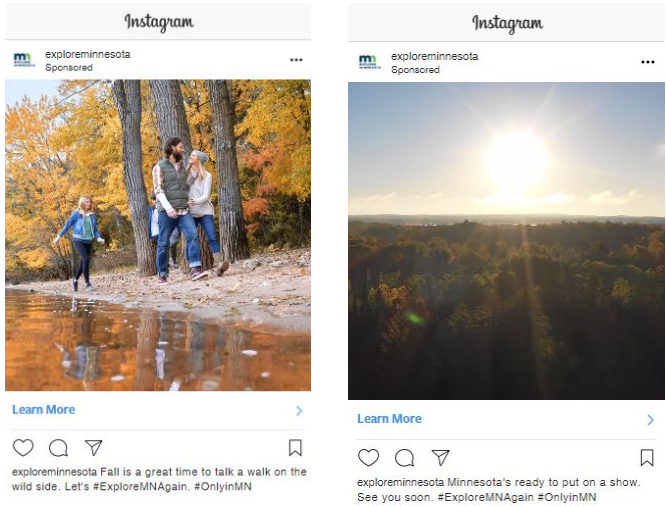
# Social: Instagram | Coegi

1.2M  
Estimated Impressions

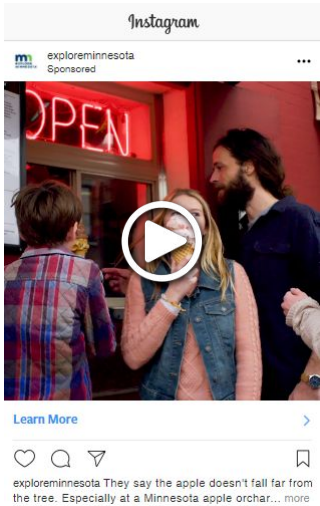
Static Ad



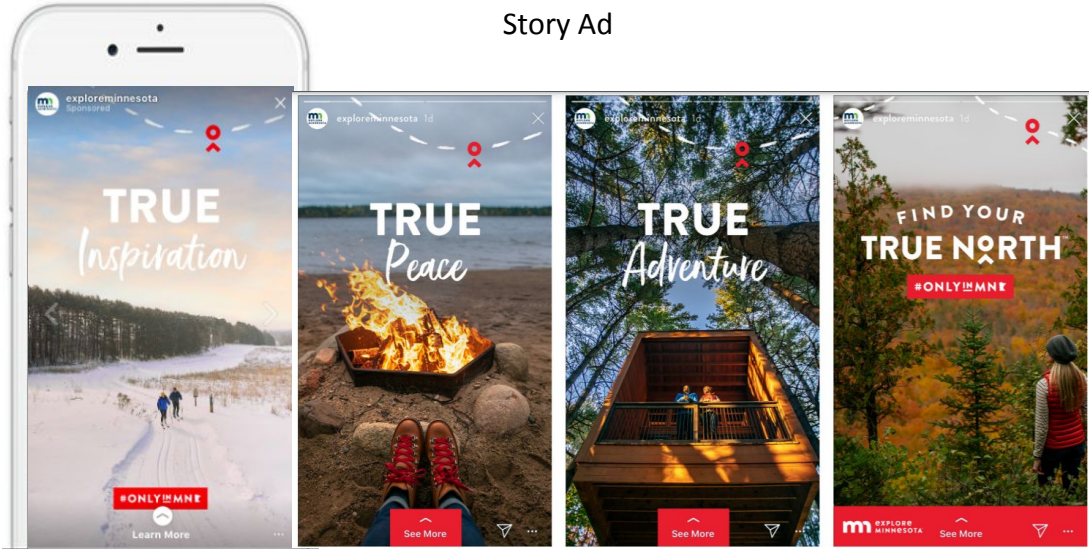
Cinemagraph Ad



Video Ad



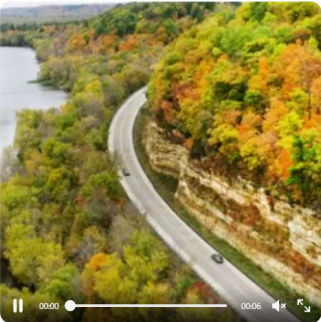
Story Ad



Carousel Ad







Minnesota road trips

Fall may be a short season but it has a way of creating lasting memories.

Explore Minnesota 9.4k followers

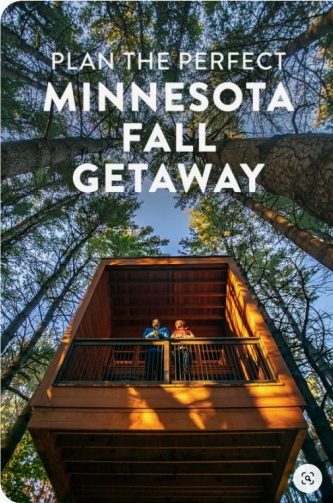
Following

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
Fall may be a short season but it has a way of creating lasting memories.



Find unique lodging

From classic resorts to tiny houses, tree houses and houseboats, plan a fall retreat to remember.

Explore Minnesota 9.4k followers


Following

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
From classic resorts to tiny houses, tree houses and houseboats, plan a fall retreat to remember.



Dog-friendly travel in MN

From dog-friendly campsites to breweries and patios, Minnesota is a true friend to man's best friend.

Explore Minnesota 9.4k followers


Following

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
From dog-friendly campsites to breweries and patios, Minnesota is a true friend to man's best friend.



EXPLORE DOG-FRIENDLY MINNESOTA

Dog-friendly travel

From dog-friendly campsites to breweries and patios, Minnesota is a true friend to man's best friend.

Explore Minnesota 9.4k followers

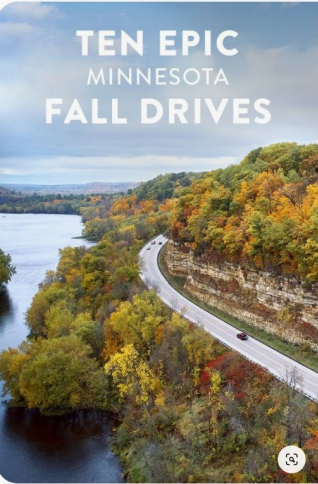
Following

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
From dog-friendly campsites to breweries and patios, Minnesota is a true friend to man's best friend.



TEN EPIC MINNESOTA FALL DRIVES

Great road trips

With four unique biomes, a Minnesota autumn offers more to explore when it comes to chasing fall colors.

Explore Minnesota 9.4k followers

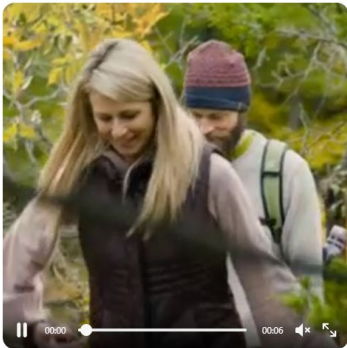
Following

Photos 1 comment

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
With four unique biomes, a Minnesota autumn offers more to explore when it comes to chasing fall colors.



Track MN fall colors

With four unique biomes, you'll find different colors at different times - making Minnesota the perfect place to chase the colors, all season long.

Explore Minnesota 9.4k followers

Following

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Explore Minnesota saved this Pin  
With four unique biomes, you'll find different colors at different times - making Minnesota the perfect place to chase the colors, all season long.



# Content Partnership| Triple Lift/Content Dial

250,000  
Guaranteed Views

## Partnership Includes:

- 3 pieces of content with 3 publishers
- **Trip Savvy:** 5 Minnesota Small Towns that are Big on Family Fun  
[Link Pending](#)
- **Trips to Discover:** 8 Reasons Why a Trip to Minnesota's North Shore in the Adventure We All Need Right Now  
[Link Here](#)
- **Daily Beast:** 6 Dog Friendly Hikes in Minnesota You Need to Take This Fall  
[Link Here](#)

**BEAST INSIDE**  
**Dig Deeper**  
JOIN NOW

**DAILY BEAST**

CORONAVIRUS CHEAT SHEET POLITICS ENTERTAINMENT WORLD NEWS HALF FULL CULTURE U.S. NEWS SCOUTED

## Looking for an Outdoorsy Vacation With Your Pup? Minnesota Has Exactly What You Need

**PAWSOME!**

Explore the best of Minnesota's epic natural landscape

AD BY **EXPLORE MINNESOTA** | Published Sep. 03, 2020 6:14PM ET

**TRIPS TO DISCOVER**

PLACES CATEGORIES VIDEOS TRAVEL DEALS

**USA** LAST UPDATED SEPTEMBER 3, 2020

### Head North: 8 Beautiful Outdoor Places to Visit on Minnesota's North Shore

BY TRIPS TO DISCOVER TEAM

*Sponsored Story*

In Partnership with: **EXPLORE MINNESOTA**

Traveling in 2020 is different than just about any other time in recent memory, there's no way around it. Though jetting off to far flung destinations may no longer be on the docket, embracing closer to home exploration can open up a whole new world of opportunities. And few places deliver such an abundance of natural beauty while being perfectly suited for socially distanced travel as [Minnesota's North Shore](#). In the Land of 10,000 Lakes, the [North Shore](#) hugs the biggest, [Lake Superior](#). Wide open beaches, dense forests, waterfalls and picturesque lighthouses are what you can expect on one of the finest road trips this great state has to offer. From the port city of [Duluth](#) to [Grand Portage State Park](#) on the Canadian border, here are eight reasons why a trip to the North Shore is what we all need right now.

**NEVER MISS A TRAVEL DEAL**  
Get our latest advice & deals in your inbox!

Email Address  **SUBSCRIBE**

**INSTA-WORTHY** **SPONSORED**

### Search for Treasure Around An Underwater Shipwreck in Vero



The background is a photograph of a modern brick building with large glass windows and arched doorways. The building is identified by a sign as 'truemedia' with a colorful logo above it. The number '500' is visible above the entrance. The entire image is covered with a semi-transparent red overlay.

# NICHE CAMPAIGNS

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# Standard Display – Family Road Trippers | Coegi

2M  
Estimated Impressions

## Initial Ads

300x600



300x250



320x50

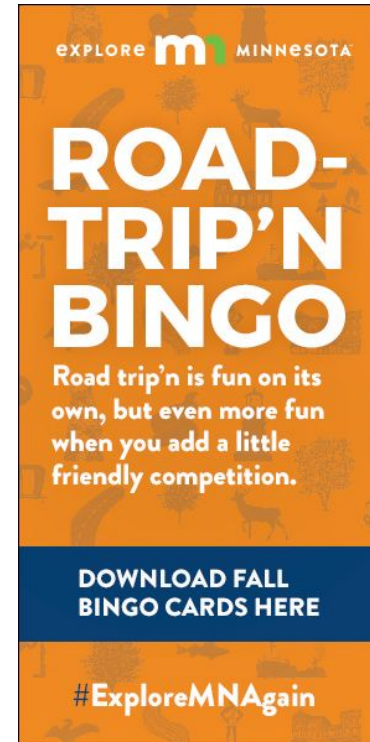


728x90



## Retargeting

300x600



300x250



320x50



728x90





# Standard Display – Dog Lovers | Coegi

2 M  
Estimated Impressions

Initial Ads

300x600



300x250



320x50



728x90



Retargeting

300x600



728x90



320x50



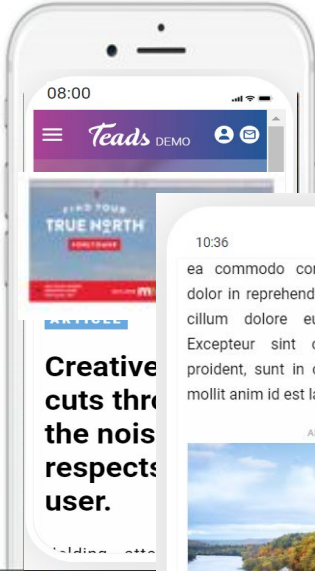
320x50



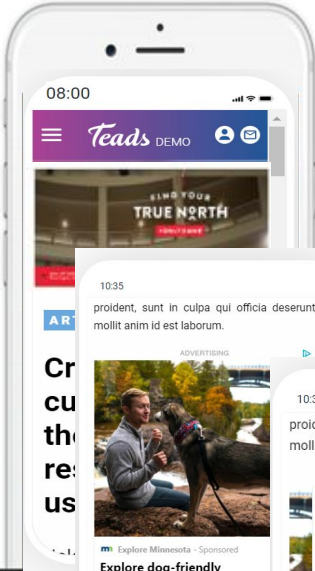
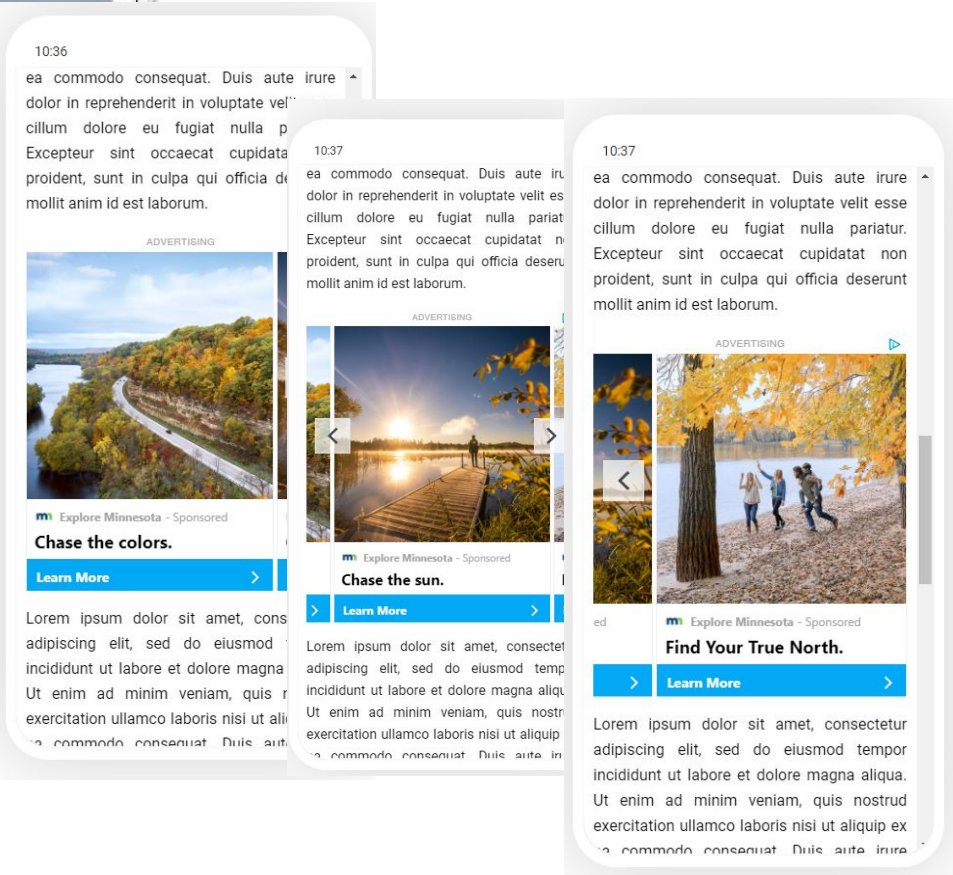


# Carousel Units | Teads

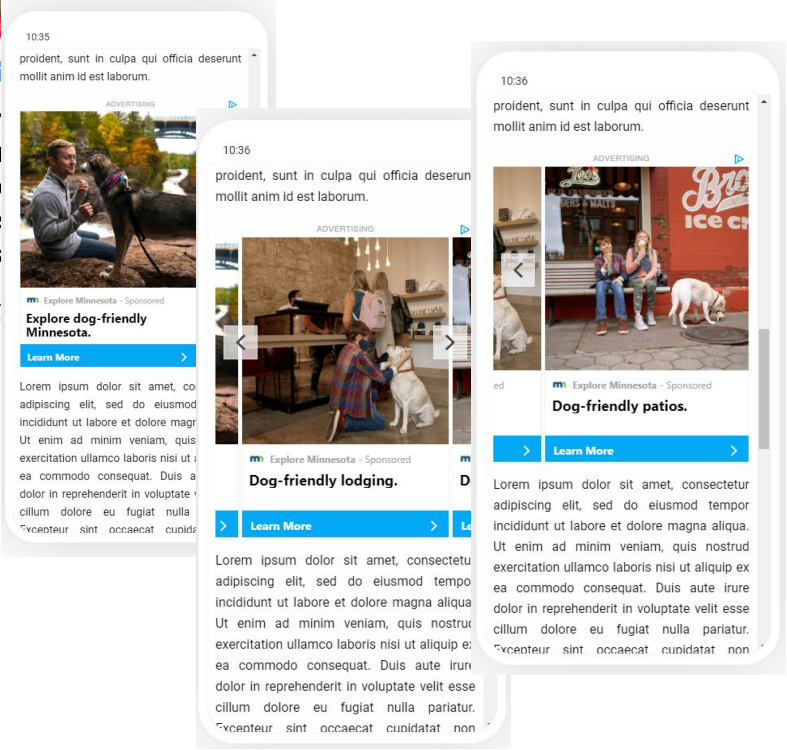
3.6 M  
Estimated Impressions



Family Road Trippers



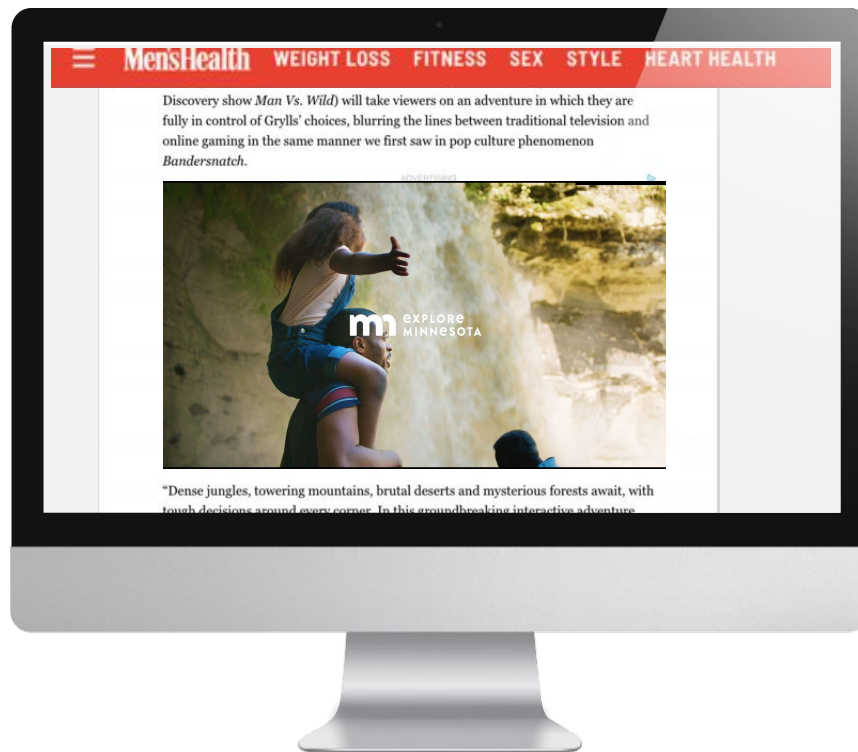
Dog Lovers



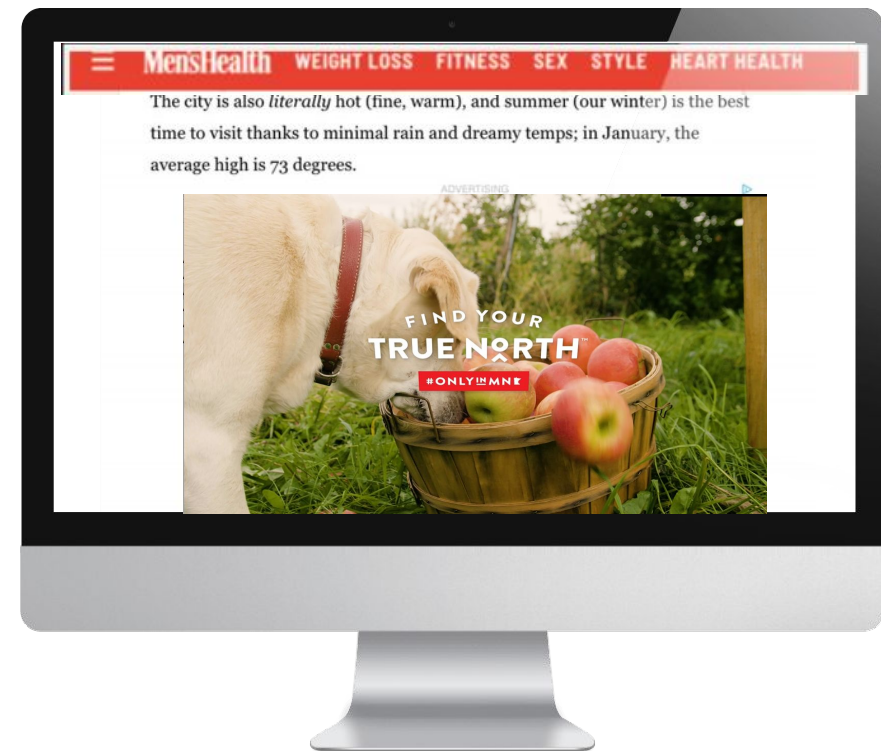
# Video – Niches | Coegi

1.8 M  
Estimated Impressions

## Family Road Trippers



## Dog Lovers



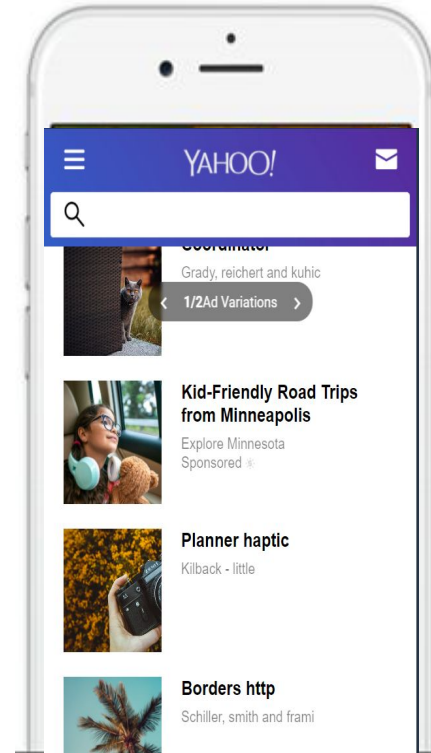
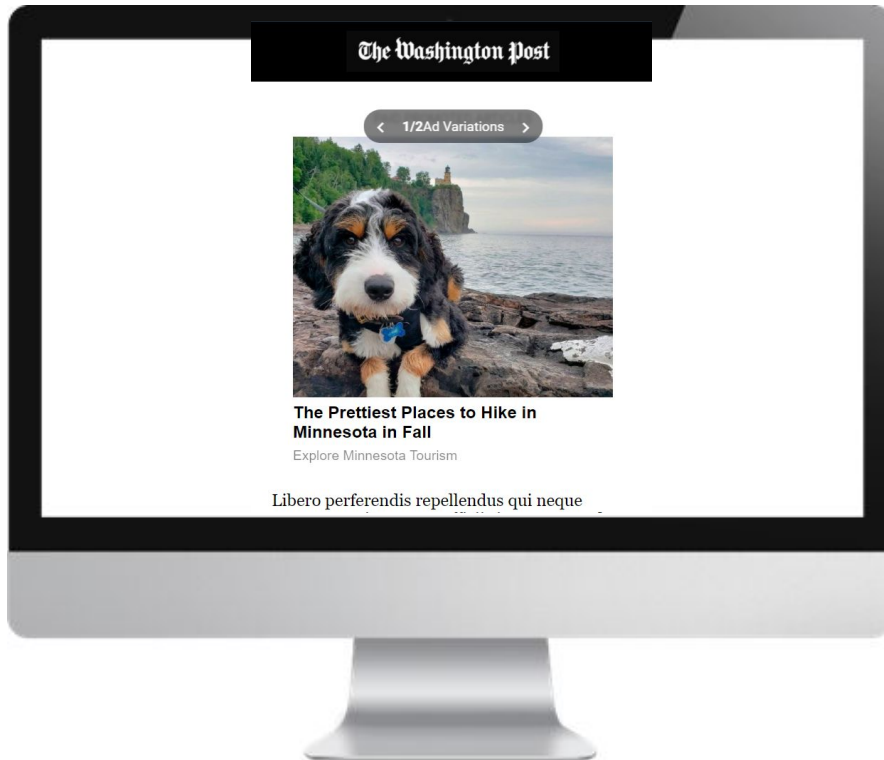


# Native Display | inPowered

8.9 M  
Estimated Impressions

## inPowered:

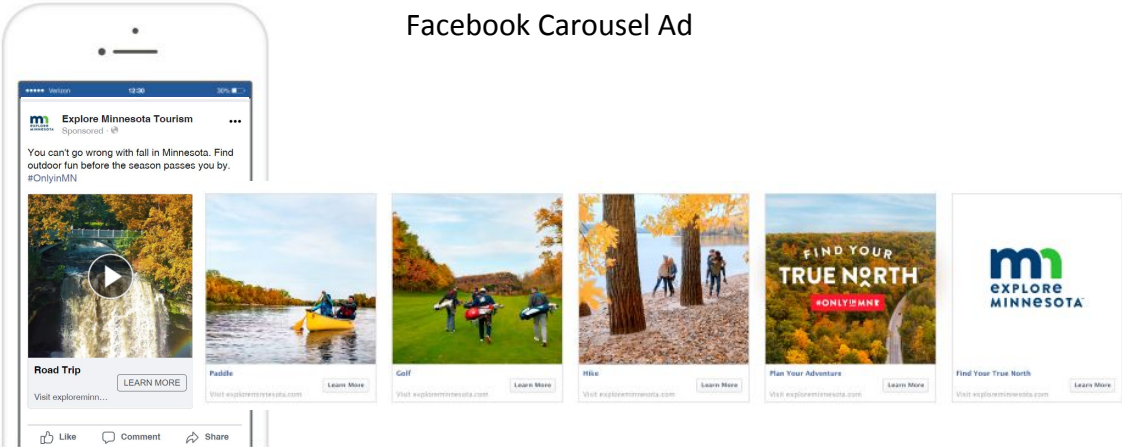
- Native display units both In-feed and In-Content
- Purchased on a cost per engagement
- Family Road Trippers and Dog Lovers articles and Content Amplification
- Native Display and Content Amplification



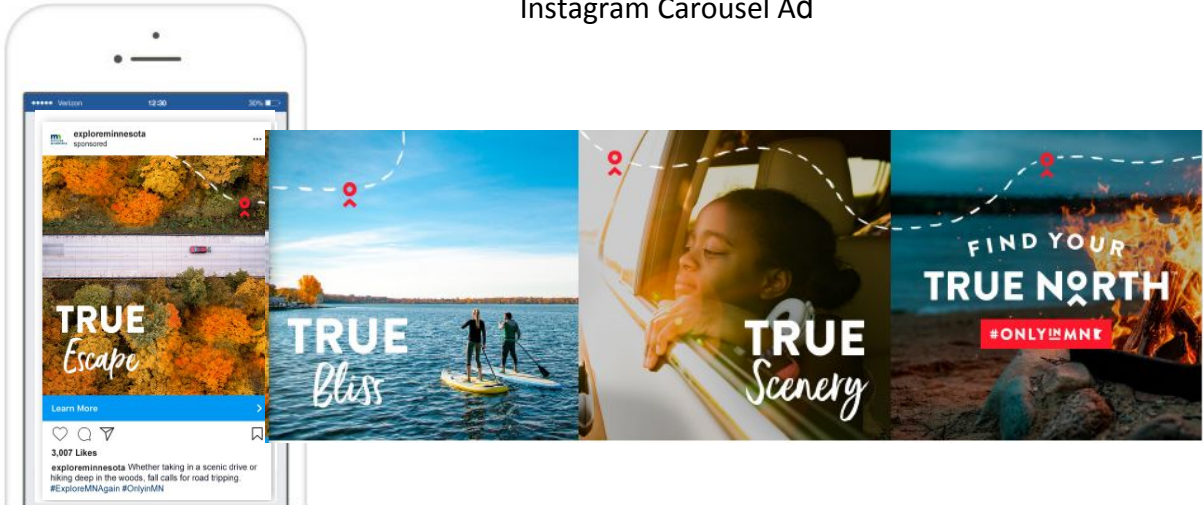
# Social: Family Road Trippers | Coegi

2.2 M  
Estimated Impressions

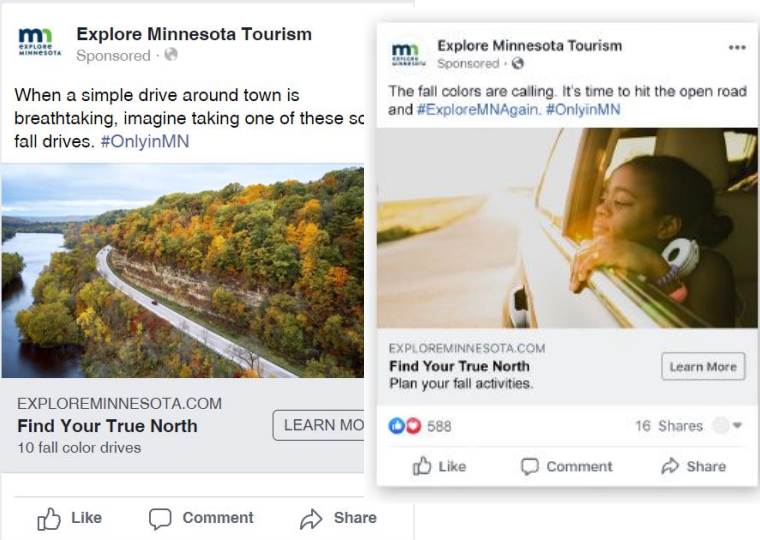
Facebook Carousel Ad



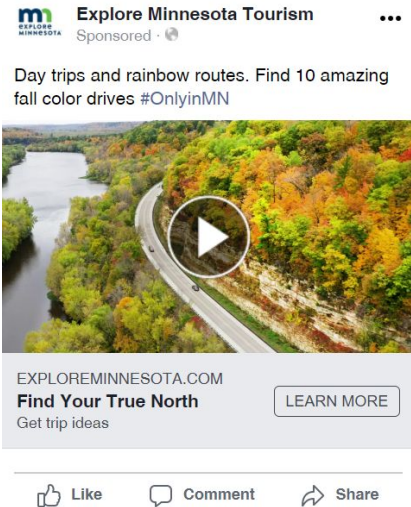
Instagram Carousel Ad



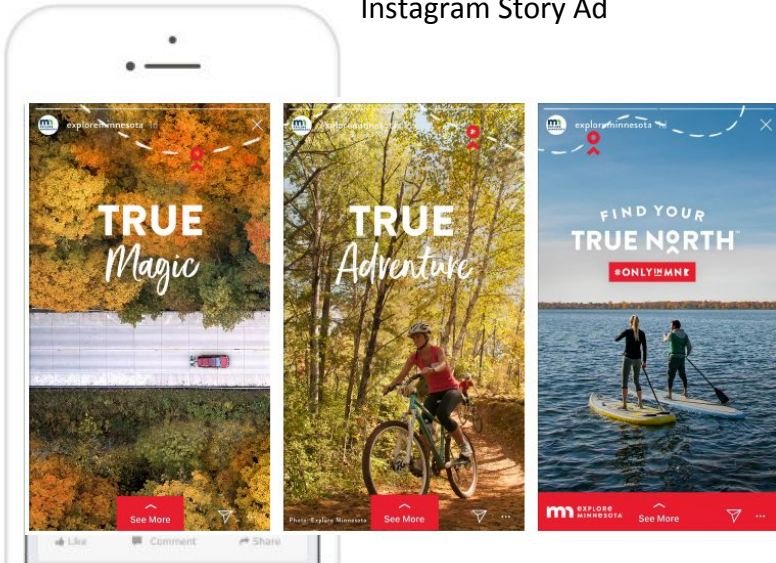
Link Ad



Video Ad



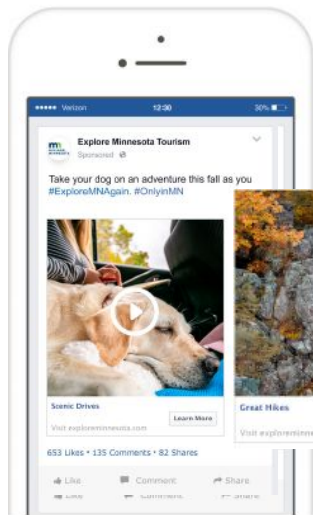
Instagram Story Ad





# Social: Dog Lovers | Coegi

2.2 Million  
Estimated Impressions

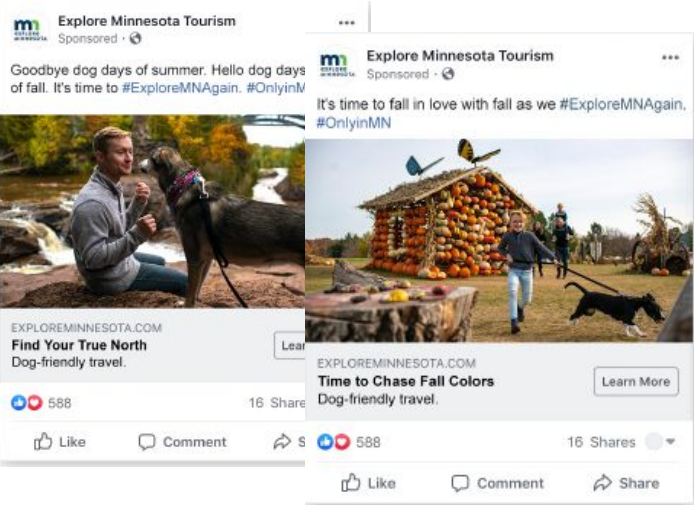


Facebook Carousel Ad

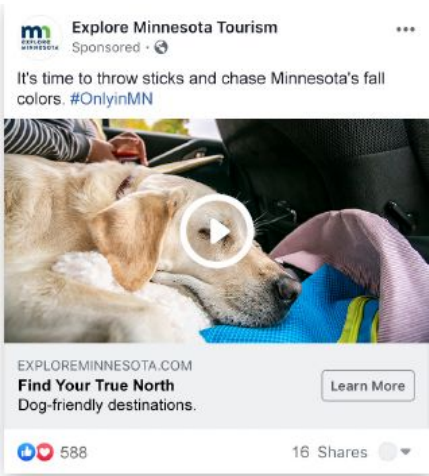


Instagram Carousel Ad

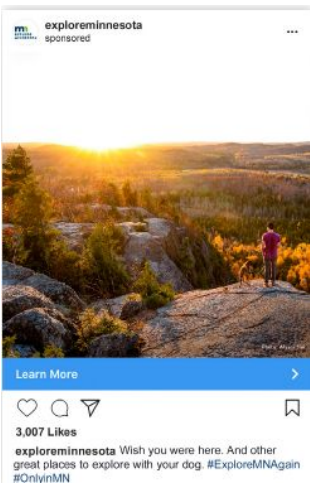
Link Ad



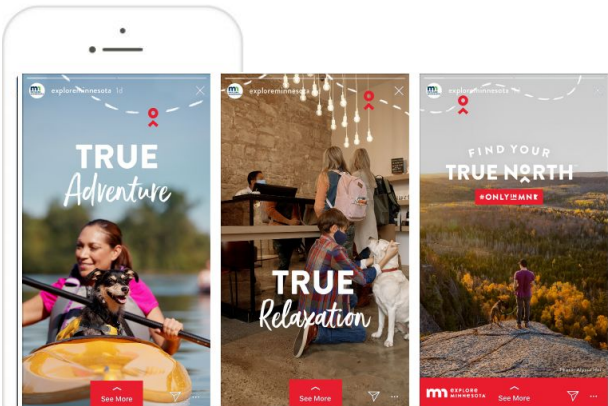
Video Ad



Cinemagraph Ad



Instagram Story Ad





The background image shows a modern brick building with large glass windows and a prominent entrance. The building is identified by a sign that reads "truemedia" and the number "500" above it. The entire image is covered with a semi-transparent red overlay. The text "Dog Influencer Campaign" is centered in white, with a white horizontal line underneath it.

# Dog Influencer Campaign

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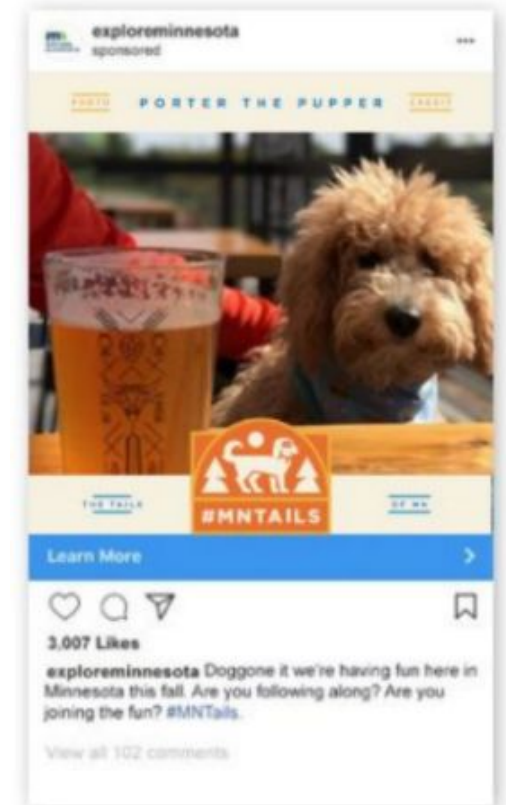
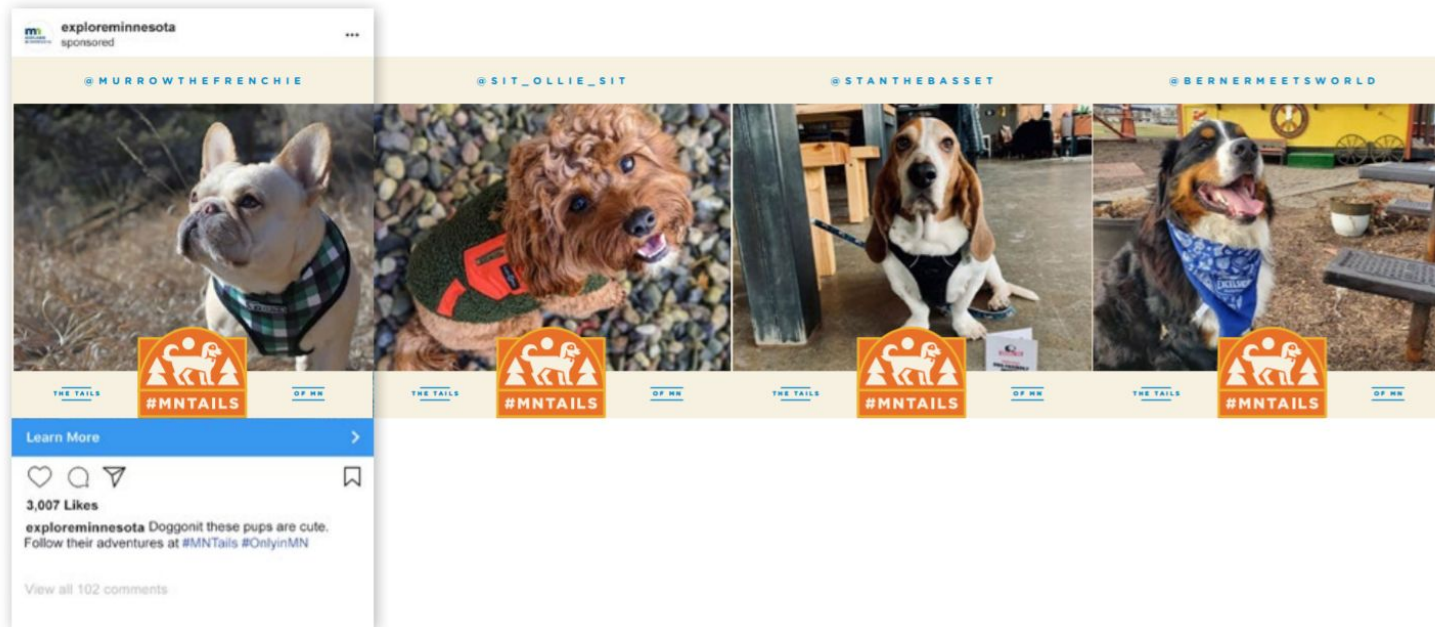


# Dog Influencer Campaign: The Tails of MN | Acorn

3 M  
Estimated Impressions

## Acorn:

- Partner with 4 Minnesota Dog Influencers to post on social media from the dogs' perspective
- Use #MNTails with every post
- 44 pieces of content including 4 Facebook posts, 4 Instagram posts, 36 Instagram story frames per dog
- Content Amplification





The background of the image is a photograph of a modern brick building with large glass windows. The building has a prominent overhang with recessed lighting. On the right side of the building, there is a logo consisting of a colorful, multi-colored shield or flag-like shape above the word "truemedia" in a lowercase, sans-serif font. The number "500" is visible above the logo. The entire image is covered with a semi-transparent red overlay. The word "DIVERSITY" is centered in the middle of the image in a large, white, uppercase, sans-serif font. A thin white horizontal line is positioned directly below the word.

# DIVERSITY



# Diversity| Display, Video & Social | Coegi

2 M  
Estimated Impressions

## Display

300x600



300x250



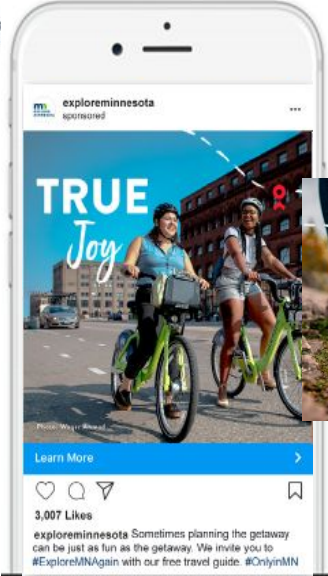
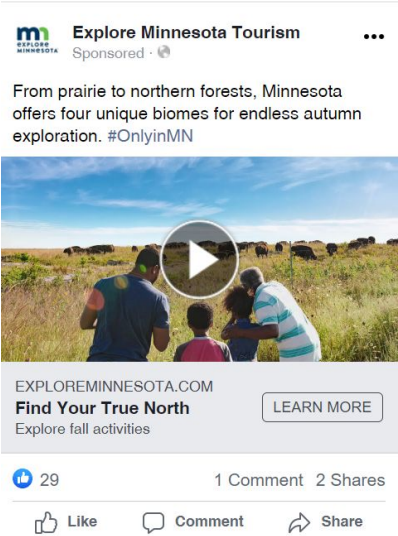
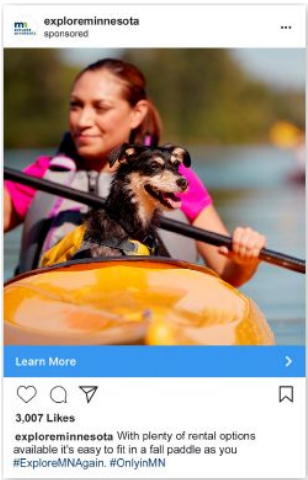
320x50



728x90



## Social



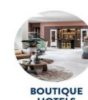
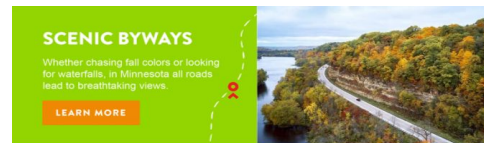
# Diversity Email |Curve

## Curve:

- E-Newsletter
- 80,000 sends
- 2 email deployments: September and October



Fall may be a short season, but it has a way of creating lasting memories. Don't miss it.



FIND YOUR TRUE NORTH #OnlyinMN



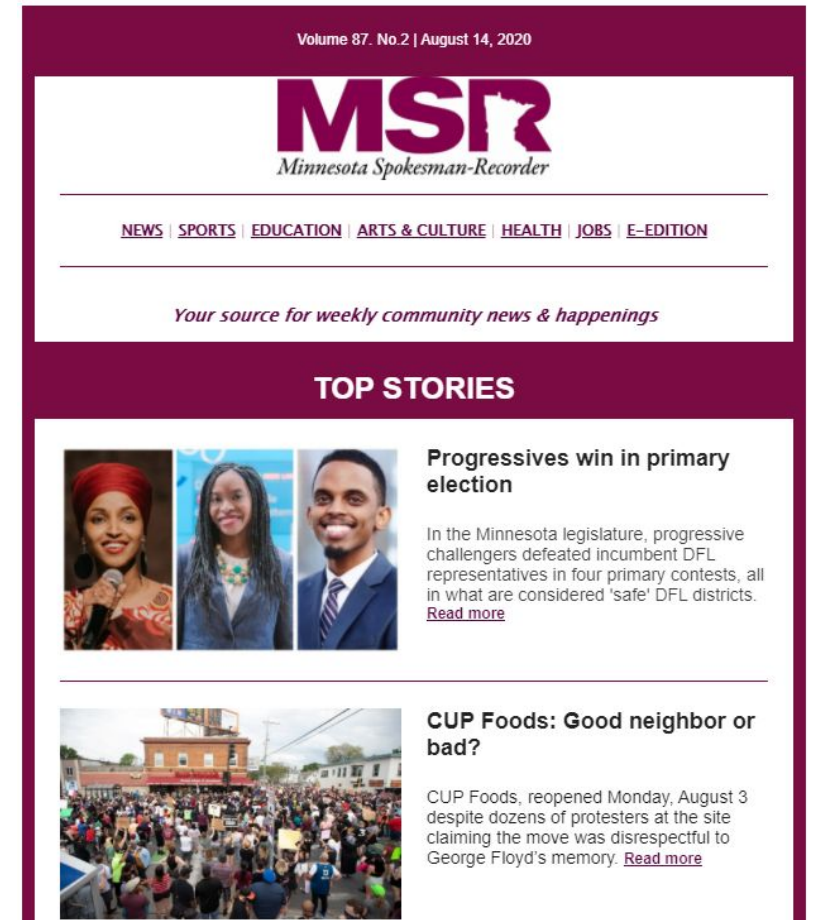
EXPLORE m MINNESOTA



# Diversity Print & Digital | Minnesota Spokesman Recorder

## Minnesota Spokesman Recorder:

- Print- Full Page Ad (40,000 Weekly readers)
- Online Leaderboard Ad (100,000 monthly unique visits)
- e-Newsletter Ad (7,443 weekly subscribers)





# BROADCAST

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# Broadcast – CTV & OTT

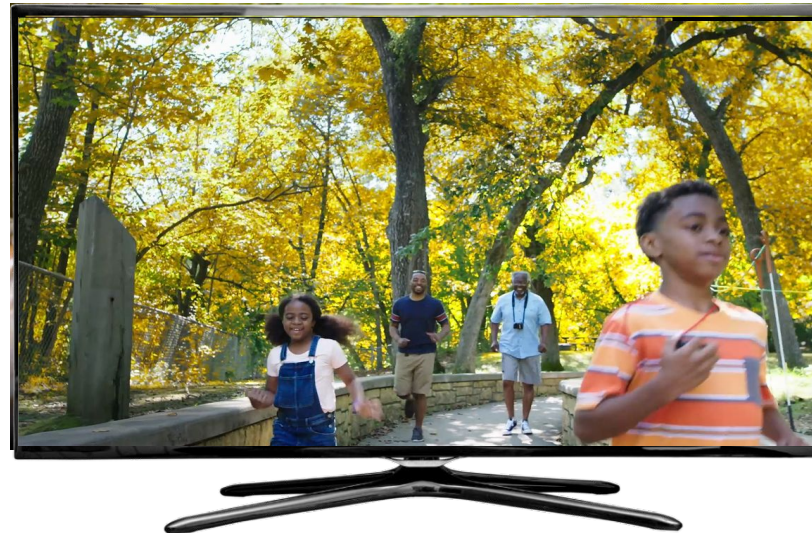
1.5 M  
Estimated Impressions

## CTV

- Contextual targeting based on interests and lifestyle characteristics

## OTT

- Premium cable content on demand





The background image shows a modern brick building with large glass windows and a prominent entrance. The building is identified by a sign as 'truemedia' with a colorful logo above it. The entire image is covered with a semi-transparent red overlay. The word 'PRINT' is centered in white, bold, sans-serif capital letters. A thin white horizontal line is positioned below the text.

# PRINT

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# Midwest Living

## Print

- Full Page Ad
- Two-Page Spread Advertorial

SPECIAL PARTNER SECTION



MINNESOTA STATE PARK


### LIVE IN THE MINNESOTA MOMENT

Enjoy a break from the screen and point your compass toward the North Star State. Here, social distancing comes naturally on 11,842 lakes, in 17.6 million acres of forests and at 86 state parks. All that adds up to infinite memories and well-deserved relaxation. We were made for this moment, and these destinations were made for you.

BY JESS HOFFERT

72 SEP/OCT 2020

SPECIAL PARTNER SECTION



DICKERSON'S LAKE (DICKERSON STATE PARK)

### TAKE A BATH IN THE FOREST.

The Japanese practice of *shinrin-yoku*, or "forest bathing," is easy to follow. Simply envelop yourself with nature and take time to breathe in your surroundings. Great woods to wander in the Twin Cities area include Cheval's Minnesota Landscape Arboretum (with 16 miles of nature trails) and the Slope Butler Wildflower Garden and Bird Sanctuary in Minneapolis.


### RAFT YOUR PERFECT ESCAPE.

If you've had your fill of puzzles for the year, take your craft crew to the next level at North House Folk School, where you can weave baskets or even build a wooden boat in the Lake Superior village of Grand Marais. Local artisans stock the gift shop at Shive in the Woods, a cabin resort with yoga classes often attended by visitors in McGrath.

### VIEW HORSES ON THE RANGE.

See bison roam in two southern Minnesota state parks. The Bison Drive at Minnesota State Park takes explorers through 321 acres of territory. At Blue Mounds State Park, guided tours in open-sided vehicles take visitors within 75 feet of the majestic creatures.

MADE UP: YOU'LL want to stay way more than it's hot away to be safely socially distanced from the herd.



BLUE MOUNDS STATE PARK

### CATCH FISH, SEE STARS. REPEAT.

More than 400 lakes dot the Detroit Lakes region, known for its brag-worthy catches of walleye, muskie, bass, trout and more. Also Up North, Leach Lake delivers nearly 300 miles of shoreline—and some of the best muskie and walleye fishing in the Midwest. No matter where you cast a line around here, you'll want to stick around to catch brilliant stars.

### FLOAT ON RESTORATIVE WATERS.

Find balance—mental and physical—while stand-up paddleboarding the calm, clear lakes of central Minnesota. The Brainerd Lakes area offers a wealth of water, outdoors and resorts to dip your paddle. For a taste of the far trader life, portage and canoe your way across Henschel and Swan lakes at Sibley State Park.

73 SEP/OCT 2020



While you're busy exploring the world, take a moment to discover your place within it.

### FIND YOUR TRUE NORTH

#ONLYINMN

mi EXPLORE MINNESOTA  
EXPLOREMINNESOTA.COM

ST. CROIX TRAIL | TAYLORS FALLS, MN



# Golf Week's Best - Advertorial

## Print

- Full Page Advertorial

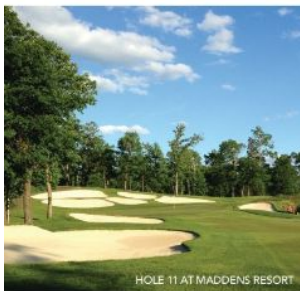
### BRAINERD LAKES (EXPLORE MINNESOTA)

MINNESOTA | 888-VISITMN | EXPLOREMINNESOTA.COM/GOLF

For over 100 years, along the sprawling shorelines and picturesque forests of Minnesota Lake Country, the Brainerd Lakes area has provided an Upper Midwest getaway filled with endless possibilities, including world-class golf.

There are nearly 20 courses to choose from in the area, all testing a golfer's shot-making abilities while supplying scenic ambiance that isn't easily matched.

Madden's on Gull Lake offers four courses: the historic Pine Beach East, Pine Beach West, the Social 9, and The Classic. A top-rated test that ranked in Golfweek's Top 100 Resort Courses of 2020, The Classic also extends a unique perk to golfers: a professional caddie program.



HOLE 11 AT MADDEN'S RESORT

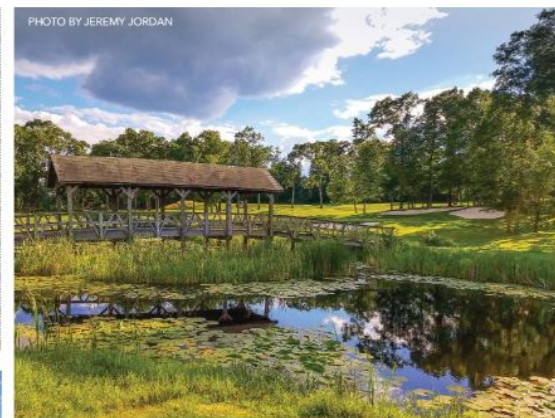


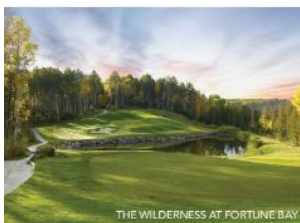
PHOTO BY JEREMY JORDAN

A quick trip to the southern end of the lake, visitors will find Cragun's Resort, home to the two Legacy courses, Dutch's and Bobby's. Playing either Robert Trent Jones design is definitely a lasting memory. Deciding which one is the "best" will be left open for debate—perhaps over a dinner cruise on Gull Lake Cruises' North Star yacht, which operates out of Cragun's marina.

A short drive north is the Breezy Point Resort on Pelican Lake, where three outstanding courses await

golfers of varying skill levels: The Traditional, known locally as "the great equalizer," Whitebitch, and Deacon's Lodge, a championship-level course designed by Arnold Palmer (named after his father, "Deek") that Golfweek ranked No. 3 in the state.

Looking to hit the trail and explore more top-level layouts that Minnesota has to offer? Brainerd Lakes is also the perfect basecamp to begin your golfing journey.



THE WILDERNESS AT FORTUNE BAY

#### HONORS

Nearby "Bucket List" courses, all ranked inside the top 10 of Golfweek's Best Public Courses in Minnesota, include:

**Giants Ridge** (Quarry ranked No. 1, Legends ranked No. 10); **The Wilderness at Fortune Bay** (ranked No. 2, No. 7 Best Casino Course in the nation); **Chaska Town Course** (ranked No. 5, No. 23 in Top 100 Municipal Golf Courses in the U.S.); **Rush Creek Golf Club** (ranked No. 9); **Dacotah Ridge Golf Club** (ranked No. 8); **Meadows at Mystic Lake, Prior Lake** (ranked No. 6)

#### SO MANY OTHER REASONS TO VISIT BRAINERD LAKES

More than 500 lakes make up the Brainerd Lakes Area

Cuyuna Country State Recreation Area features 25 miles of mountain biking trails

The 112-mile paved Paul Bunyan State Trail starts in Brainerd



The background image shows a multi-story brick building with large glass windows and a modern architectural style. A red semi-transparent overlay covers the entire image. In the upper right corner, the number '500' is visible above a logo featuring a colorful abstract shape. Below the logo, the word 'truemedia' is written in a lowercase, sans-serif font. The word 'PARTNERSHIPS' is centered in the middle of the image in a large, white, uppercase, sans-serif font.

# PARTNERSHIPS

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# Partnerships



## **MBA Radio & MBA TV**

- :30 Second Spots



## **Radio**

- Baseline Program
- KCMP, The Current

## **Digital**

- 333,333 Impressions



## **Minnesota Twins**

- TV spots during Twins games



# APPENDIX

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# Social Targeting Audiences

## General

Locations ⓘ

Location:

- United States: Minnesota

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Detailed Targeting ⓘ

People Who Match:

- Interests: The arts, Theatre, Arts and music, Museum, Music festivals, Travel + Leisure, Bollywood movies, Ballet, Health & wellness, Road Trips for Families, Road trip, Musical theatre, Documentary movies or Plays
- Behaviors: Frequent Travelers, Engaged Shoppers or Interested in Upcoming Events

And Must Also Match:

- Education Level: Some college

## Diversity

Locations ⓘ

Location:

- United States: Minnesota

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Detailed Targeting ⓘ

People Who Match:

- Interests: The arts, Theatre, Arts and music, Museum, Music festivals, Travel + Leisure, Bollywood movies, Ballet, Health & wellness, Musical theatre, Documentary movies or Plays
- Behaviors: Frequent Travelers, Engaged Shoppers or Interested in Upcoming Events

And Must Also Match:

- Interests: Gay pride, LGBT community or Lesbian Pride
- Behaviors: Multicultural Affinity: Hispanic (US - All) or Multicultural Affinity: African American (US)

## Family Road Trippers

Age

30 - 54

Gender ⓘ

All genders

Detailed Targeting

People Who Match:

- Interests: Road trip

And Must Also Match:

- Interests: Family
- Relationship Status: Married
- Parents: Parents (All)

Age

30 - 54

Gender

All genders

Detailed Targeting ⓘ

People Who Match:

- Interests: Outdoors, Fishing, Outdoor recreation, Hunting, Outdoor enthusiast, Adventure, Camping or Outdoor Life

And Must Also Match:

- Interests: Vacations, Travel + Leisure or Travel
- Behaviors: Frequent Travelers

## Dog Lovers

Location:

United States: Minnesota

Age:

25 - 65+

People Who Match:

Interests: Dog Lovers, Puppy love, Dog walking, Dogs, Pets at Home or Dog training

And Must Also Match:

Interests: Adventure travel, Vacations, Travel + Leisure, Travel Adventures or Tourism, Behaviors: Frequent Travelers or Frequent international travelers

And Must Also Match:

Education Level: College grad, In grad school, Some grad school, Master's degree, Professional degree or Doctorate degree



# New Niche Audiences

## Family RoadTrippers

Regional Audience Size: ~3,191,000

### PROFILE:



RoadTrip in the past year



+1 Children in HH



Ages 30-54 (Median of 41)



\$50K+ HHI (Median of \$154,900)



57% Female Skew



88% Married

### INTERESTS INDEX:



Visit a Zoo (244)



Golfing (215)



Boating (202)



Bicycling (219)



Visit a Fair (211)



Canoe or Kayak (196)

### PERSONA:

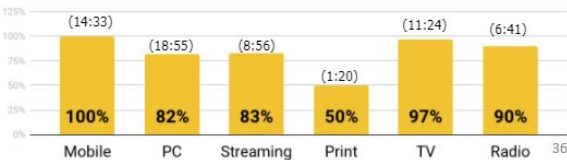
Jennifer is a mom of two, and spending time with her family is one of the most important things to her. Due to her love for travel, she recently bought an RV so that her family can easily travel together and find their next new adventure. She is always prepared with her list of fun stops and is stocked with snacks for the whole family.

Her active lifestyle leads her to plan many outdoor activities while on their trips, and she frequently donates to outdoor conservation efforts. She also has a lot of interest in hearing stories and learning about old places and things, which leads her to love TV Shows such as This Old House and Antiques Roadshow. When traveling, she is always looking for opportunities to learn more about the place she visits.

### MEDIA USAGE:

Due to their time on the road, they frequently listen to the radio and see OOH advertising, but most importantly, this audience is more than twice as likely than the general population to spend time with digital media. They use this to enhance their life and find information.

### Weekly % Reach Across Channels



## Dog Lovers

Regional Audience Size: ~3,252,000

### PROFILE:



Travel Domestically



Own at least 1 dog



M&F Ages 35-64 (Median of 54)



\$50K+ HHI (Median of \$137,100)



No children in HH



Married

### INTERESTS INDEX:



Sightseeing (140)



Beach Going (133)



Outdoors (121)



Camp/Hike (135)



Shopping (124)



Dining-Out (116)

### PERSONA:

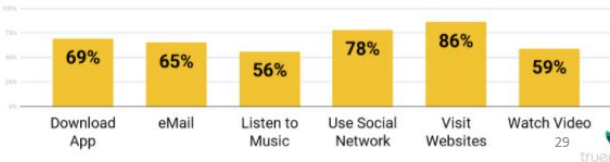
Emily met her husband, Rob, in college and got married shortly after. They pour their love into their dog, Huxley. Although they own a home in the city, they love a variety of outdoor activities because it not only fits their healthy lifestyle, but they can often bring Huxley along. They appreciate restaurants, hotels, and breweries that are pet friendly.

Because they bring Huxley along on their trips, they are most likely to travel using their Subaru Outback. When they aren't traveling, they are watching lighthearted shows like The Good Place or Drunk History or keeping up on politics. They frequently post photos of Huxley on their social media pages and follow other popular canines on these platforms.

### MEDIA USAGE:

While this group are heavy TV and radio users, this group is **heavily using their mobile devices** to research and gather information. Below are the top activities they are doing on a weekly basis.

### Top Weekly Mobile Activities of Dog Lovers





The background image shows the exterior of a brick building with large glass windows. The TrueMedia logo, which includes a colorful shield icon and the word "truemedia", is visible on the brick wall. Above the logo, the number "500" is partially visible. The entire image has a reddish-orange tint.

# THANK YOU!

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